

ABSTRACT OF THE DISCLOSURE

5 A graphical user interface, for use in generating a definition of an automated response mechanism to be used in automatically communicating when a response occasion occurs, comprises screens (272, 282, 288, 316, 322) which present, in two side by side columns (286, 284, 290, 292), a list of selectable items and a 10 list of those items which have been selected, items being transferrable from one column to the other. Selected items are implemented in the automated response. Selectable items include the media (284, 286) for the communication, criteria definitions (310, 320, 312) to be fulfilled or not for an item to be used, 15 fixed (302) text and variable data (304) items in selectable idioms and languages for each medium, and for use when different criteria are fulfilled, and place holders for defining the physical locations in the one or more media responses of items used.

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